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adjust the sales value it imports to factor out sales variability in recent data. Continuing with the example provided, a set of Sales Data 467, covering sales weeks 19-24 and corresponding to the Subclass 214 'Cook Sets,' is imported into the Base Analysis screen 450 as a Stock On Hand (SOH) column 455, as shown in Fig. 15. The Stock On Hand, or Surplus Units, is the stock remaining in the supply chain, in units, at the end of the analysis period. As used in the present analysis, Missed Sales for the analysis period is the sales potential (i.e., had there been 100% stock availability) less total actual sales. The analysis tool 300 uses a library of markdown profiles to define markdown strategies. These markdown profiles provide a week-by-week relationship between price reduction and demand uplift, which are allocated at any level of the corresponding product hierarchy. The user is also able to separate 're-price events' from promotional activity to enable the measurement of the retail revaluing of stock at a given time. A Commitment Profiles screen 470 is shown in Fig. 17. This corresponds to step 307 in Fig. 11, above. ---
